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A one-group pretest–posttest design is a type of research design that is most often make use by behavioral researchers to direct the effect of a treatment or intervention on a given specimen. This research design is distinguish by two characteristics. The first feature is the use of a specific group of contributors e.g., a one-group design.

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This market-leading text emphasizes future consumers of psychological research, uses real-world examples drawn from popular media, and develops students' critical-thinking skills as they become systematic interrogators of information in their everyday lives.

Behavior Modification, 10/e assumes no specific prior knowledge about psychology or behavior modification on the part of the reader. The authors begin with basic principles and procedures of behavior modification and then provide readers with how-to-skills such as observing and recording. Next, the authors provide advanced discussion and references to acquaint readers with some of the empirical and theoretical underpinnings of the field. Readers will emerge with a thorough understanding of behavior modification in a wide variety of populations and settings.